



FIRST THINGS FIRST

Ready for School. Set for Life.

AGENDA ITEM: External Affairs Status Update

BACKGROUND: The attached report provides information on progress related to external affairs efforts for the period of June 2012 through early August 2012. The report is segmented into several focus areas, including:

- Community Outreach
- Government Affairs
- Communications & Media
- Tribal Affairs (see report under separate cover)

RECOMMENDATION: For informational purposes only.



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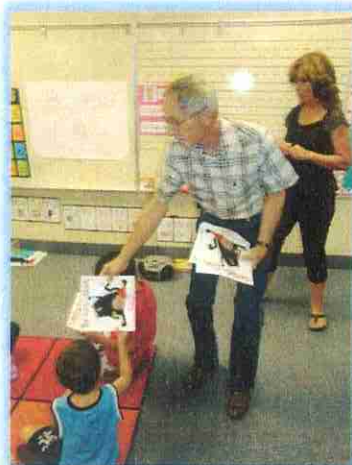
EXTERNAL AFFAIRS UPDATE

Community Outreach

Building awareness and educating the public takes place in many ways. This report highlights three site visits for community leaders, as well as two unique event sponsorships.

Community Site Visits

June 13, 2012- First Things First Coconino Regional Partnership Council proudly shared the KinderCamp program with members of the Fredonia community and local media. This is the first year that twenty soon-to-be kindergarteners with no preschool experience are able to be in a classroom setting for 4 weeks to learn social and cognitive skills to prepare them for their first day of school. Jeanne Busener, the Fredonia KinderCamp director told the visitors that *"if kids don't get a good foundation, they are going to struggle through school the whole way."* The program also aims to build a relationship between the school and parents. A home visit with each student's family is an important part of the program. Marilyn Cox, a Fredonia School Board member expressed her gratitude to First Things First for funding the program, saying *"we don't always get the programs and services that are offered in larger cities. We are so grateful to have this program for our kids."*



June 14, 2012- KinderCamp students in Page got a surprise visit from Mayor Bill Diak. The Mayor and other community members were taking part in a site visit of the KinderCamp program at Lake View Elementary School. During the visit guests were treated to a ZooPhonics demonstration where the students completed an action and sound for each letter of the alphabet. All of the visitors were impressed. First Things First provided funding for 20 KinderCamp students in Page, then seeing a great need to provide more children a chance to participate, the Page School district provided additional funding to support *another* 20 students.

July 17, 2012- First Things First Yuma Regional Partnership Council and Kim Fanning, Director of Preschool Express hosted a site visit dubbed "The Preschool Express Tour." Elected officials, TV and newspaper reporters attended to learn more about the importance of a child's first five years. City of Yuma Deputy Mayor Paul Johnson, Yuma County



Supervisor Russell McCloud, Quality First Coach Erica Jimenez, ADE Mentor Rudy Ortiz and Yuma Regional Council members: Rev. Darren Hawkins, Irene Garza, Marybeth Turner and Judy Watkinson were in attendance. The event was aired on KYMA evening news and an article will be used in the future in the *Yuma Sun*. Preschoolers and their teacher gave our visitors a good workout through music and movement, singing a well-loved song: "Head and Shoulders, Knees and Toes."

Public Awareness -Sponsorships

WHAT DO KIDS WANT?
An Art Exhibit at... **ALAC**
Galeria 147
Opening reception First Friday May 4 6pm-9pm
Exhibition May 4 - June 2, 2012
147 E. Adams Street Phoenix, Arizona 85004

Sponsors: Osborn Communities Connect, FIRST THINGS FIRST, MAGELLAN, southwest human development.

A "one-of-a-kind" event sponsorship also occurred during the summer months through First Things First Central Phoenix Regional Partnership Council and the Arizona Latin Arts and Culture Center (ALAC). As part of the positive parenting initiative at Osborn Communities Connect, 100 children used words and drawings to share what they think it means to be a good parent. The "What Do Kids Want?" art exhibit opened on May 4 and ran for 4 weeks (poster on left). This sponsorship also included two art workshops for children under five and their parents, which were held on June 16th and 23rd. The exhibit and workshops were promoted in La Voz and a 1190 AM radio interview. In the photo below, Sergio (age 4) followed simple instructions to create a painting on canvas alongside his mom, Mariam Murillo, who engaged him in conversation as they created together.



Confirmed Activities include:
Bead Crafts
Superfun Inflatables
Native Flute Lessons
Coloring Pages
Magician
Lots of Games
Live Hawks with Hawks Aloft
Food & Drink Sales
D.J. & Flute Music
Temporary Tattoos
Zoo Animal Trivia

Saturday, May 5
ZooFest!
9am to 5pm
free admission!
Navajo Nation Zoo Window Rock, AZ 928-871-6574

The Navajo Nation Regional Partnership Council sponsored Zoo Fest in May. Zoo Fest attracted more than 5,000 people in one day; and, 80% of people surveyed said they learned something new about early childhood development. The First Things First staff, Regional Partnership Council Chair and Home Visitation grantee were able to speak with almost every family that had a young child. At the FTF booth, children and their

families were greeted with Zoo Bingo. While they were walking through the zoo, they found different animals and said their names in Navajo. After they completed this activity, they received a book and a bookmark with tips on how to read to young children. These activities and the book helped to promote early literacy and language to over 350 families. In addition, many KTNN listeners throughout the entire Navajo Nation were able to hear early childhood messages via the live remote.

Government Affairs

Arizona Mayors' Education Roundtable – Early Education Focus

Over the last several months, FTF staff and RPC members have been meeting with mayors across the state. These meetings have included briefings on the work of First Things First and specific regional council priorities underway in their respective cities.

At the same time, a number of mayors have come together to create the Arizona Mayors' Education Roundtable – a bipartisan effort focused on advancing education priorities at the local level. The identified priority areas for this group include high school graduation rates, Arizona Common Core Standards, and STEM (Science, Technology, Engineering and Mathematics) education. As part of our conversations with these mayors, we made the case that early childhood could be an important priority area for the work of the Roundtable and an area where mayors and cities can have a significant impact.

As a direct result of these conversations, the Arizona Mayors' Education Roundtable has agreed to make early childhood its fourth priority area. We have also learned that this group received a multi-year grant from the Helios Education Foundation to support the work of the Roundtable. First Things First has also been invited to serve in an advisory capacity to the Mayors' Roundtable.

Communications & Media

Paid Advertising

We are nearing the completion of the first flight of First Things First's paid advertising campaign focused on the amount of brain development that occurs between birth and age 5. The ads appeared on television, on the radio, on billboards, in cinemas and across various online media. All of the formats invited the viewer/listener to visit First Things First on Facebook (AZFirstThingsFirst) and readyAZkids.com, where facts and figures about the importance and relevance of early childhood to every facet of society are presented in exciting, interactive ways.

The campaign focused heavily on engaging the audience via online methods, as this is the way in which many civic minded individuals and many new parents find information, communicate, and engage with issues (please see Social Media update below).

At the conclusion of the first media flight, External Affairs will prepare a summary of the campaign and including progress on our statewide benchmarks in this area.

Earned Media

There were more than **30 stories** about FTF and/or its grantees in media statewide since our last report. In addition, there were five columns submitted by CEO Rhian Evans Allvin to the *Arizona Republic* that ran in 6-12 Community sections each. Column topics included: encouraging Arizonans to join the conversation about early childhood (in conjunction with the launch of our paid advertising campaign above); tips for parents on keeping young kids safe, cool and hydrated during the hot Arizona summer;

the FTF June grant awards; the release of the national KIDSCOUNT report; and, the release of FTF's policy brief on professional development.

FTF ended fiscal year 2012 with a total of 276 media hits statewide; this represents a **72% increase in earned media placements year over last.**

Social Media

Our social media presence also continues to grow, thanks in large part to the impact of our paid media campaign (see Paid Advertising above). We have over 3,500 fans on Facebook, which represents an **increase of 49% since the beginning of the latest media flight.** In addition, we are more regularly engaging with our stakeholders in the social sphere with more frequent and informative postings.

Tribal Affairs

See full report under separate cover.

Staff Contacts

Sam Leyvas
Vice President, External Affairs
602.771.5068

Liz Barker Alvarez
Sr. Director, Communications
602.771.5063

Beverly Russell
Sr. Director, Tribal Affairs
602.771.5034

Diane Umstead
Sr. Director, Community Outreach
602.771.5020

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